

# Southern California

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Forty acres of Valencia oranges in El Cajon Valley, near San Diego

## ***Southern California for the Settler***

*The Land of Opportunity for those who seek new homes in a delightful climate, where a good living can be made on small ranches and fruit farms—Fertile soil, enough water, and practically no winter.*

### **SOUTHERN CALIFORNIA**

Southern California constitutes an empire richer in resources than many of the principalities of Europe, greater in area than the New England States and possessing a charm that appeals alike to tourist and farmer. The golden sunshine and climatic conditions, together with the fertile land and soil properties, have made it possible to produce a great variety of fruits, both citrus and deciduous, nuts, and other crops. The monetary value of these runs into figures that are astonishing.

This section of country has been intensively developed along fruit and agricultural lines. Here water, soil and sunshine have combined not only to create wealth, but likewise to foster contentment. In both city and country, people, as a rule, are well-to-do and happy.

Is it any wonder then that with all these attractions, and the world-wide advertising derived through the

shipment of its products to every known clime, the magic word "California" should attract thousands seeking greater opportunities and a more pleasant place in which to live? There still remain large districts suitable for orchards, vineyards, vegetables, alfalfa, field crops, dairying, poultry raising and other agricultural activities and there is room here for industrial development. The increasing hydro-electric projects insure cheap power for manufacturing and other purposes, coupled with unexcelled living and working conditions and an available supply of common and skilled labor. Contrary to general belief, this territory does not depend entirely upon its fruits and tourist travel. In recent years great manufacturing enterprises have been established in and around Los Angeles, the output of which is sufficient to sustain a large population.

San Diego County in particular rapidly is coming to the front in agricultural development. This has





Farm house on Lake Elsinore, Riverside County

been made possible through the impounding of billions of gallons of water in the mountain districts, overlooking rich valleys, many sections of which seldom feel the touch of frost or weather so cold as to harm the most tender vegetation. Vast irrigation districts have been organized. This section today, with its comparatively cheap land, abundant water for irrigation and a sure market for everything grown, offers exceptional opportunities for those with capital to invest in a few acres which, with proper care, will make them independent.

All of Southern California is not devoted to the growing of oranges and lemons. Diversified farming is the key to the success attained in a large section of this country. California as a whole does not produce enough milk, butter and cheese for its own consumption, notwithstanding milk can be produced almost anywhere in this state more cheaply than in Wisconsin or other dairying states. From five to eight cuttings of alfalfa are possible in a single year, with the additional advantage of providing pasture for part of the year.

The poultry business also offers excellent opportunities, with a ready market and good returns for an investment of from \$3,000 to \$5,000. San Diego County at present leads in this industry.

A poultry farm of fifty acres has been established near San Bernardino, featuring pure bred White Plymouth Rock chickens. The nucleus for this project, consisting of 6,000 hens and 700 males, was brought to the Coast from Hope, Ind. The Fontana Farms, near San Bernardino, also specialize in small poultry units in connection with small orchards and farms. This is proving quite profitable and insures a steady income the year round. Winter lettuce, celery, beans, garden peas and other vegetables are a source of profit. There is hardly anything grown anywhere in the United States that cannot be produced successfully in Southern California.



The Hemet Dam insures irrigation for a large territory

## DECIDUOUS FRUITS, NUTS AND OTHER CROPS

Any opinion that Southern California grows only oranges and lemons is erroneous. Deciduous fruits, including apricots, prunes, apples, pears and grapes, make up quite a large acreage in several of the counties, and in 1924 the deciduous crop brought over \$12,000,000. The southern counties being the principal citrus producers do not therefore attempt to engage in the deciduous industry on so large a scale as the San Joaquin and Sacramento valleys, lying north.

The English walnut crop in 1923 sold for over \$10,000,000, while the almond growers obtained good prices for their product. The walnut groves thrive in the vicinity of Orange, Whittier, Fullerton, Anaheim and other sections of the district, and the returns from these trees are very profitable.

The fruits and nuts are only a part of the harvest growing out of such a wide diversity of crops and wonderful soil, which is ideally suited to the raising of so many profitable products. The alfalfa crops last year were valued at \$13,700,000, which did not include the large quantities fed to dairy cattle. The baled alfalfa finds a ready market close by and very little is shipped any great distance. The growing of alfalfa is increasing every year as the dairy business expands. This proves very profitable for the man who can take care of a herd of well bred cattle, as the market for his milk and butter fat enables him to dispose of his product in the most satisfactory manner, and the checks coming in every week add greatly to the financial satisfaction of such a vocation.

The southern counties last year (1924) produced grain which sold for \$20,000,000—this included wheat and barley. However, the grain fields, as has been the case throughout the Pacific Coast, fast are disappearing, and the land is being put in fruit and given over to more profitable and intense cultivation.





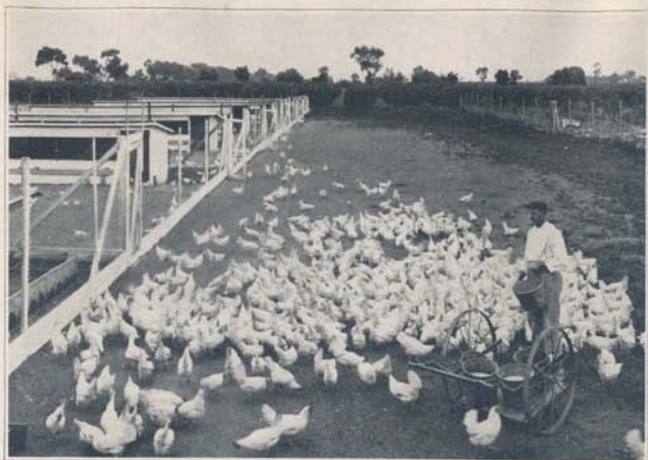
A typical farmhouse in Southern California

The peach, pear and apricot are the largest producers in the South. In the Adelanto district in San Bernardino County the making of pear cider is proving profitable, using the culls and such fruit as is not best adapted for shipment and fancy marketing. Experiments during recent years in shipping green (fresh) apricots to eastern markets have been satisfactory, and this business will increase. The fresh, ripe apricot is one of the sweetest and most luscious of deciduous fruits, and people living outside of California have generally been deprived of the flavor of apricots except in the dried or canned state. Placed in refrigerator cars the fruit can be handled through in fine shape and delivered to the retail trade in crates, fresh and wholesome.

Celery, cabbages, asparagus, head lettuce, garden peas and other winter vegetables are being produced in immense quantities, and the acreage is growing. These crops come on at a season of the year when the states in the East are covered with snow, or are having their cold weather. Farmers in Southern California therefore produce and market something every day in the year.

### IRRIGATION AND FARM PROJECTS

Irrigation has made the desert bloom in Southern California. It has turned large areas of semi-arid land into a literal paradise. The pioneers who first settled on the Pacific Coast found this to be true. Today, as then, orange groves flourish and purple grapes match color and sweetness with honey-sweet plums and apricots, where once was a desert waste. There is a rainy and a dry season in California. During a few months in winter frequent general showers freshen the valleys, while in the mountains deep packs of snow blanket the high peaks. During the summer months melting snow trickles down through the canyons and replenishes the streams. Water from these streams flows out over the soil and helps bring forth bounteous crops, the production of which can be fore-



A profitable poultry farm in San Diego County

cast with reasonable certainty. This is the scientific method of farming. It precludes the probability of excessive floods or drouths. Raisins, fruits, hay and other crops can be spread out in the sunshine to remain in the open until thoroughly cured, without the least fear of a shower to mould or damage the product.

The oldest settled districts, particularly where the citrus groves and walnut orchards thrive, have from the outset had their irrigation systems. In the newer sections, where the establishment of water projects has made it possible to obtain a greater flow of water, an even greater expenditure has been made in constructing concrete dams and reservoirs and in building canals and conduits through which the supply is delivered to the farms for use as required.

The San Dieguito Irrigation District, embodying the Lake Hodges System, developed by the Santa Fe Railway, is one of the new agricultural districts around which other projects have sprung, until a territory embracing upward of 60,000 acres of rich lands has been brought under water through the interlocking plan, whereby some of the larger dams serve more than a single district. Supplementing the San Dieguito District is the Santa Fe Irrigation District, comprising 9,000 acres of land, of which approximately 5,900 acres are irrigable and tillable. This is the Rancho Santa Fe, a description of which appears in another section of this folder.

The Oceanside Mutual Water Company supplies about 1,000 acres in the vicinity of Oceanside and Carlsbad, situated above the Santa Fe project. This district is in the center of the avocado industry, also a very successful producer of fruits and vegetables. Sandwiched in between this district and Del Mar (closest rail point for Rancho Santa Fe—five miles) lies Solana Beach, a growing town of remarkable development, with several hundred acres of land planted to avocados on the sloping hills back of the beach. The Keeney Marine Gardens, comprising a frostless belt





Valley and Mountains as seen from Grossmont, in El Cajon Valley

with a view of the Ocean, come in between Solana Beach, Del Mar and Rancho Santa Fe. All this section obtains water from Lake Hodges. It is rapidly developing, due to climate, fertile soil and abundant water.

The San Diego County Water Company obtains water from the Henshaw Dam, built near the headwaters of the San Luis Rey River. In 1922 this project supplied storage for 164,000 acre feet of irrigation water. A net area of 25,000 acres can be served by this system. Escondido is the largest town in this section, located in the center of the Escondido Valley, a fertile expanse containing about 15,000 acres, nearly all of which is tillable. The valley is served by a branch line of the Santa Fe. Climatically, Escondido is ideally situated and enjoys almost even temperature the whole year.

The Vista Irrigation District, 17,000 acres, adjoins the Escondido country, and is one of the newest projects in the South. The land in this district is adapted to citrus culture, due to the practical absence of frost and a suitable soil. Conditions also are especially favorable for the growing of other crops, including avocados, loquats, nursery stock, lettuce, beans, peas, chili and bell peppers, egg plant, tomatoes, cucumbers and celery. Lettuce is shipped for the Christmas

market; from \$450 to \$600 per acre is not an unusual profit. Tomatoes produce about 1,000 lug boxes per acre, selling at \$1.00 per lug. Profits on cucumbers run about \$500 an acre, and on suitable soil celery brings as high as \$1,000 per acre. These conditions and yields are common throughout this vast irrigated area. The Vista District is obtaining water from the Henshaw Reservoir and has constructed a cement line canal from Lake Wohlford, which was created as a storage and control reservoir by the Escondido Mutual Water Company.

The Cuyamaca Water Company, which has been absorbed by other water and irrigation projects, takes its supply from Cuyamaca Lake, with storage capacity of 12,000 acre feet, and the Murray Lake with storage capacity of 6,000 acre feet. Approximately 4,000 acres of land are now irrigated under this system, most of which is situated about the communities of El Cajon, La Mesa and Lemon Grove. The Sweetwater Irrigation System is a public service corporation, with a dam on the Sweetwater River with capacity of 22,500 acre feet. Approximately 8,000 acres of irrigable land are included under the system canals. The system also supplies domestic water for Chula Vista and National City.



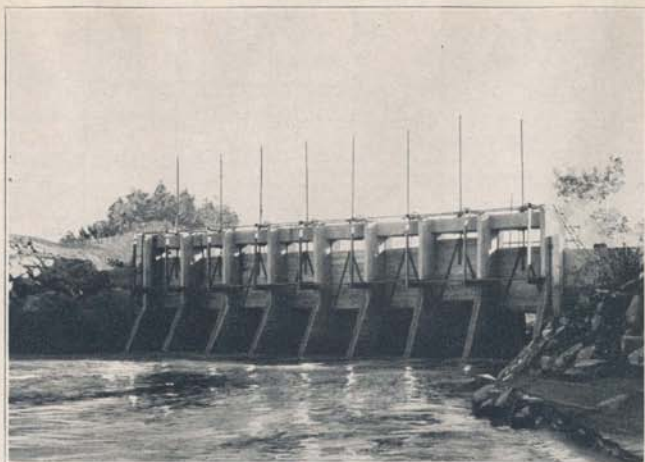
# Southern California views *www*



1. Pines in mountains back of Redlands      2. Nuevo Gardens Riverside County  
5. Santa Fe Station, San Diego

3. Riverside County Courthouse      4. Long Beach  
6. Elks Club, Anaheim





Irrigation intake near Blythe, in Palo Verde Valley

In the Elsinore District, Riverside County, about seventy-five miles from Los Angeles, considerable development is going on. An abundance of water is obtained from wells at depths varying from fifteen to sixty feet. Walnuts, all deciduous and citrus fruits do well here. The farming area surrounds Elsinore Lake, seven miles long and over a mile wide. The town of the name nestles near the shore of the lake.

Returning to San Bernardino County—good progress is being made in two or three agricultural districts east of the mountains and not far distant from Victorville. The Adelanto Fruit Company has over 400 acres in orchards and vines, principally under their mutual water supply system. It can take care of a thousand acres additional under their present source, which consists of springs near the Mojave River diverted into a large reservoir. Close by is the Henedale Orchards, owned by the Pleasantvale Development Association. This project consists of good pear, grape and alfalfa lands. Water supply is being developed from wells within close proximity to the Mojave River. Several irrigated areas in the vicinity of Victorville are producing good crops of pears and other fruits, while alfalfa and dairying is being carried on in that district.

The Hemet-San Jacinto district, in Riverside County, offers opportunities for dairying, alfalfa and fruit growing. This is the most important apricot-producing district in Southern California. The source of the water supply is Lake Hemet and the San Jacinto River by the Fruitvale Water Company. Plenty of feed, reasonably priced land, and a ready market, together with a delightful all year climate, make this a most desirable locality in which to live.

On the extreme eastern border of Riverside County, adjoining the Colorado River, is the Palo Verde Valley, in which are situated the towns of Blythe and Ripley, both served by a branch of the Santa Fe Railway. An intake of the river above the project supplies the





**They raise fat hogs in the Palo Verde Valley**

valley with water for irrigation. This is a very fertile valley with a promising future. Cotton will yield an average of a bale or more to the acre. Alfalfa is always a dependable crop and makes from six to eight cuttings. Dairying, poultry and hogs provide a good income. All varieties of fruits are successfully grown, as well as winter vegetables.

In the Nuevo Gardens district, located on the Lakeview branch of the Santa Fe in the same county, there are 2,600 acres of fine land, all under irrigation. Tracts are being cut into small farms, and the outlook there is good. A large ranch is being cultivated to winter lettuce with success.

The Fontana Farms, near San Bernardino, consist of 18,000 acres, claimed to be the largest diversified fruit, poultry and live stock project in the world. These farms have over 300 miles of underground water conduits, many miles of tree-lined boulevards, more than 5,000 acres of citrus groves, hundreds of acres of olives, and several thousand acres in vineyards. A gravity water system, costing \$1,500,000, has been built. Poultry units, with citrus and vineyards on small tracts, are being featured.

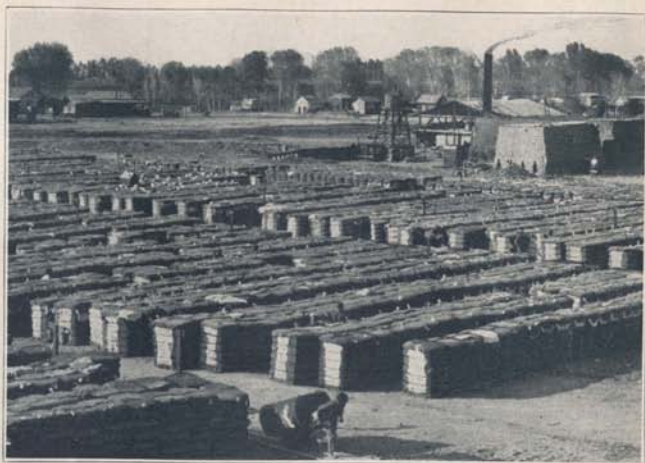
### **FARM FACTS AND FIGURES**

California in 1924 marketed 60,732 carloads of citrus fruits, including oranges, lemons and grapefruit—about 25,000,000 boxes—valued at over \$80,000,000. The southern part of the state is the principal producing district for citrus fruits. More than a quarter million acres are devoted to this industry alone.

The English walnut growers realized in 1924 \$14,000,000 for their crop, the bulk of which is produced in Southern California.

The value of the vegetable and melon crops in the State yearly reaches an impressive total. During 1924 the following products were marketed: Asparagus \$13,265,000, cabbages \$1,581,000, cantaloupes \$14,462,000, cauliflower \$5,159,000, celery \$2,385,000,





Cotton ready for marketing.

cucumbers \$325,000, lettuce \$7,896,000, spinach \$1,795,000, tomatoes (canning) \$2,504,000, (table) \$2,500,000, green peas \$2,500,000, other vegetables \$4,800,000, watermelons \$1,676,000.

Several million roses yearly are grown near Hemet, in Riverside County, and shipped to patrons all over the country. The plants and cuttings make up a number of carloads.

A former native of Denmark is engaged in raising hothouse cucumbers near Carlsbad, San Diego County. He has developed, after several years of careful selection, a wonderful variety of cucumber. These he sells for \$2 to \$3 a dozen, both summer and winter, to select eating houses, hotels and high-class cafes. He grows about 10,000 dozen a year and ships by express. This man also grows hothouse grapes in winter and sells them on the New York market for Easter at \$1.00 a pound.

Cactus apples, or prickly pears, amounting to eleven carloads, were shipped from San Diego the past season, and sold in New York principally for \$3,000 a car. The apples were picked from large fields of the cactus growing in a wild state.

The total value of the grape crop of California for 1924 was approximately \$52,000,000, consisting of 56,000 car loads.

Southern California is both delightful in summer and in the winter. In the warmer interior valleys the temperatures always are lowered at night by breezes from the sea. Outdoor life twelve months in the year makes the farm a source of health and pleasure.

The manufacturing industry in the metropolitan center of Los Angeles gives employment to 170,000 workers. The total annual output of commodities is in excess of \$1,000,000,000.

The oil industry in Southern California runs into billions of barrels annually, affording cheap fuel for industrial use and for commercial purposes. The fields at Santa Fe Springs, Signal Hill, Torrance, Whit-





This oil field is located near Santa Ana

tier, and other points, have a combined output that ranks high in value.

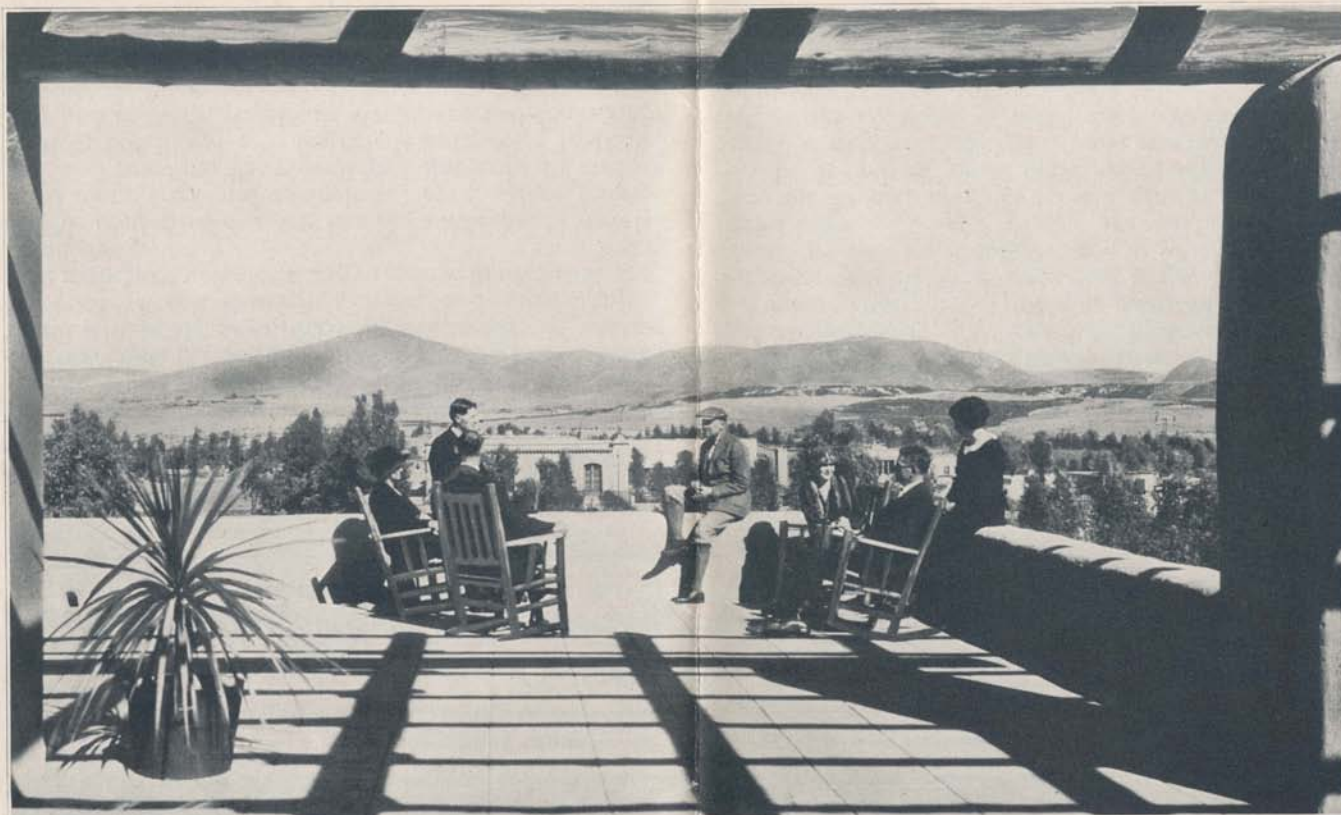
### AVOCADOS

The avocado (known also as alligator pear), a fruit originated in Mexico, South and Central America, is ideally adapted to Southern California, particularly the sections where little or no frost prevails. It sells for 50 to 80 cents a pound, and the larger avocados bring as high as \$1.50 each. In fact, the returns yearly from a single tree, after it has come into full bearing, are so great that to make the statement in print would sound unbelievable. A grower at Carlsbad, San Diego County, sold \$400 worth of avocados from a four-year-old tree. The following year (1924) this tree brought him approximately \$1,500. He has several other trees that are equally as prolific.

While these examples are exceptional, the usual run is good enough. As only a limited area in the United States (confined almost exclusively to Southern California) can successfully grow and mature the avocado, there appears to be no immediate possibility of overproduction. On the other hand, as more people become acquainted with its food values and learn to like this highly palatable fruit, the demand will steadily increase.

The avocado is easily digested. It contains a butter-fat content ranging from 15 to 30 per cent. There are numerous varieties. The tree is an evergreen, has a smooth trunk and limbs, with broad leaves. Mr. A. R. Rideout, of Rideout Heights, Whittier, Calif., constantly is developing new varieties. By intelligent selection the avocado orchard can be so planted that trees will bear every month in the year. The trees begin bearing at two years old. When three to four years of age they are heavily laden with fruit. Large plantings of the avocado are going in on Rancho Santa Fe, Keeney's Marine Gardens, and Solana Beach subdivisions. The avocado is a good shipper. Los





Rancho Santa Fe, in San Diego County, is a remarkable community development

Angeles and San Francisco markets at present consume all the available production.

### CITRUS FRUITS

The orange and the lemon chiefly comprise California's citrus crop. It is an assured source of revenue and a fine advertisement for the state. The natural conclusion is that where oranges and lemons can be produced in quantities closely approximating 25,000,000 boxes a year, valued at \$80,000,000, there must be climatic conditions suitable also for the raising of other subtropical crops.

Southern California leads the world in citrus production, and while a considerable acreage is devoted to the growing of navel oranges and lemons in the central and northern parts of the state, the bulk of the crop is harvested in the counties whose resources are listed in the pages of this folder. From Los Angeles almost to San Bernardino, sixty miles distant, the country along both sides of the Santa Fe Railway literally is a solid citrus grove, comprising many thousands of acres. These groves (both navels and valencias) spread out to the southeast, taking in Riverside, Redlands, Anaheim, Fullerton and Orange, centers of the citrus growing and packing industry.

According to a recent report of the California Fruit Growers' Exchange, the total shipment of oranges and grapefruit from California for the season ending October 31, 1924, amounted to 47,635 carloads. Add to this 13,097 cars of lemons, and the total is 60,732 cars for the season. Except 6,560 cars of navel oranges from Central-Northern California, the shipments were from Southern California.

Millions of dollars have been invested in packing houses where this golden crop is made ready for shipment. Furthermore, the railroads have expended millions in equipment, icing plants and refrigeration to meet the needs of the growers and shippers of this great California fruit production.

At San Bernardino annually is held the National Orange Show, which reflects the magnitude of the navel orange, grapefruit and lemon industries. The event yearly is attended by over 100,000 visitors. The Valencia show is held each year at Anaheim, the center of production for that variety.

### LOS ANGELES COUNTY

Los Angeles County is the richest agricultural district in the United States. This means that her agricultural products bring a greater return in wealth than any other single county. The United States census for 1920 gave the astounding figures of



\$71,599,899 for all agricultural products. The yield has been increased to a much larger figure at the present time.

The county has a total acreage of 2,633,600, of which 822,333 acres are tillable lands. The actual producing acreage under irrigation is about 250,000 acres.

It has more than 13,500 farms, of which 11,000 comprise less than 100 acres each, and almost 10,000 have less than 50 acres each. Of these lands 124,167 acres are in orchard and in vines, 97,784 acres being in commercial bearing, with a revenue of \$32,000,000, or an average of \$327 per acre, not counting domestic consumption. A large acreage is seeded to alfalfa. Vegetables, sugar beets, berries and fruits of all kinds, nuts, olives and other products combine to bring about this great annual harvest of gold.

The history of Los Angeles County is a story of Los Angeles City—perhaps the best advertised spot on the globe. The growth of this remarkable city, which now claims a population of 1,150,000 (in 1924), not only has enriched its own area and environs, but the inrush of new capital has filtered into the farming, dairying and fruit growing sections.

With snowcapped mountains on one side and the Pacific Ocean forming the southwest boundary, the valleys and hills for fifty miles each way up and down the coast are dotted with farms, orchards and cities. Paved boulevards extend in every direction. Attractive suburban districts, with attractive homes, and a maze of sub-tropical trees, flowers and shrubbery may be seen while driving through this region.

From San Bernardino, sixty miles away, to Los Angeles and twenty miles south to the sea, the country rapidly is building up with residential and industrial districts. Along the Santa Fe Railway, going east, is Pasadena, a modern city of beauty and wealth; then come Lamanda Park, Santa Anita, Arcadia, Monrovia, Duarte, Kincaid, Azusa, Glendora, San Dimas, La Verne, Pomona and Claremont. Highland Park is the residential link between Los Angeles and Pasadena. To the north and west are Glendale—fastest growing city in the United States—and Burbank; America's film capital—Hollywood; Beverly Hills; and toward the sea, Inglewood, Torrance, Long Beach, Santa Monica, Venice and Ocean Park. Southward are Hobart, Bandini, Rivera, Los Nietos and Santa Fe Springs, in the oil district.

Los Angeles harbor is reached through Wilmington and San Pedro. This seaport in 1923 had a total water commerce of 26,000,000 tons, which placed it second to New York among American ports in volume of deep sea cargoes. In intercoastal commerce Los Angeles exceeded New York by more than 50 per cent. The oil development was largely responsible for this showing. Exports to foreign countries in 1917 amounted to \$3,000,000; in 1922 this had jumped to \$18,000,000; in 1923, to \$29,000,000; and for the year 1924 they exceeded the \$80,000,000 mark. The Santa Fe Railway recently extended its line from El Segundo to the harbor district.

Los Angeles has assessed values of \$1,631,928,619; and the county, \$2,638,589,980. Bank resources \$932,489,848, and deposits (July 1, 1924) \$841,396,545; building permits, 1923, 62,548; valuation \$200,133,181. The city has 350 churches, 20 hospitals, 131 moving picture theaters, 250 producing companies, 58 studios and 38 other theaters, some costing several







millions. Its manufacturing industries consist of 5,600 establishments, employing 170,000 workers; value of manufactured products, 1923, \$1,151,643,537. The weekly payroll of the moving picture industry alone is \$1,300,000, and all industries weekly pay out \$6,234,377 (average for 1923). The city has over 930 hotels and 2,000 apartment houses, providing accommodations for 250,000 guests at one time.

The county in 1924 produced \$11,852,014 in truck crops; \$10,771,520 in field crops; \$42,574,599 in fruits and nuts; live-stock kill, \$1,457,600; live stock products, including poultry, \$15,590,536; grand total for all products of the county, \$82,246,269.

## SAN BERNARDINO COUNTY

Draw on a piece of paper an area as large as the combined states of Massachusetts, Connecticut, Rhode Island, New Jersey and Delaware; you then have the outline of San Bernardino County, California, with its diversification of soil, climate and products. From the lofty snow-capped mountains a view may be had of immense orange groves. Berries, walnuts, grapes, pears, apples, peaches, apricots, olives, cherries, plums, figs, lemons and all citrus and deciduous fruits grow in the midst of alfalfa and poultry raising, dairying, and winter vegetable production. The scenic wonders are incomparable. Lake Arrowhead and Big Bear Lake country are national resorts, reached over matchless drives. Paved boulevards everywhere lead to innumerable points of interest, fishing and hunting grounds, recreation and outing districts.

San Bernardino County still is sparsely settled in many sections; but in the northwestern part the development along both agricultural and industrial lines has been quite rapid.

The population of the county is 125,000; assessed valuation, \$230,000,000; total value of manufactured products (1924), \$36,398,802; total value of agricultural products, \$31,485,250; paved highways, 416 miles. The county shipped 4,861,673 boxes of oranges last year. The lemon and grape crops annually bring over \$1,500,000. The citrus crop of the county is \$12,000,000. One of the world's largest vineyards (5,000 acres) is located at Guasti. Untold mineral wealth lies in the desert sections. The county leads in the United States in production



A lemon packing house is an interesting sight

of potash, silver, borax and tungsten. Cheap hydro-electric power favors its industries.

The city of San Bernardino has a population of 32,500 and is the home of the largest railroad shops maintained by the Santa Fe Railway west of Topeka, Kansas. These shops cover a wide area. They represent an investment of \$12,000,000 and give employment to 2,500 men. The monthly Santa Fe payroll in San Bernardino exceeds \$600,000.

The city is the home of the national orange show—California's mid-winter event. Immense cold storage plants, packing houses, wholesale concerns, excellent schools, churches and civic institutions, attractive homes—all are found here. There is a cool night breeze from the ocean in summer. Winter maximum temperature is 69 degrees; average minimum, 39 degrees.

Other important towns and communities in this mammoth county are Needles, Redlands, Ontario, Upland, Victorville, Highland, Fontana, Etiwanda, Cucamonga, Chino, Rialto, Colton, Barstow, Bloomington, Adelanto and Helendale. Of these, Redlands is the largest; it is a beautiful city of homes and parks. Needles, 251 miles from San Bernardino, is a division point on the Santa Fe. The city is built near the Colorado River, which forms the boundary line between Arizona and California.

## RIVERSIDE COUNTY

Riverside is another large county—large geographically and in its agricultural and fruit development. The county is situated in the heart of the citrus and sub-tropical belt of the great interior valley of Southern California lying between Los Angeles and San Diego. Of its area of 4,500,000 acres, only 250,000 as yet are under cultivation. The altitudes range from 265 feet below the sea to 10,950 feet above. Some of the finest commercial dates grown in the United States are found in this county. Dairying, hog-raising, and poultry farming are conducted under favorable conditions. There are nearly 26,000 acres devoted to oranges and lemons and 30,000 acres planted to apples, apricots, cherries, peaches, prunes, walnuts, almonds and pecans.

The State Citrus Experiment Station and School of Sub-tropical Agriculture, ten high schools, a junior college, and a chain of county libraries, augment the common schools.



In summer the near-by beaches attract many visitors



The greater part of the population and the intensive development is in the western portion. Here is the city of Riverside, one of the far-famed home and resort cities of Southern California. The city is set like a gem in one of the most fertile valleys in the West. Corona, nearby, ships more lemons in a season than are forwarded from any other point in the nation. With Riverside as the hub, a system of state and county highways radiates in all directions, making the farm and home districts and communities easily accessible.

Riverside County is favored with abundant water for irrigation. This supply comes from mountain streams and from pumps which lift the underground water. Electric power lines reach practically every section of the area where development is carried on.

Mount Rubidoux, the community of pageants near Riverside; Arlington, Beaumont, Banning, Blythe, Ripley, Coachella Valley, Corona, Hemet, San Jacinto, Elsinore, Palm Springs and Perris are the principal towns and communities. Riverside County in 1924 produced as follows: \$4,000,000 worth of oranges, \$1,250,000 in lemons, \$1,500,000 in peaches and other fruits and nuts, etc., totaling \$8,321,950; cotton \$1,321,000, beans \$30,000, beets \$34,000, grain \$800,000, hay \$3,450,000, corn \$16,000, sorghum \$50,000, onions \$900,000, tomatoes \$54,000, watermelons \$15,000; cattle, pigs, sheep, poultry, dairy products, etc., \$3,475,000; honey \$200,000, cement \$1,750,000, clay products \$35,000, citric acid \$601,000, rock \$450,000. Grand total of all products \$21,665,050.

## ORANGE COUNTY

This county in 1924 produced wealth valued at \$82,083,538. The largest items on this list were oil, gasoline and natural gas, amounting to \$50,000,000; oranges (90 per cent valencias), \$11,603,474; lemons \$2,791,336, beans \$1,784,160, poultry products \$1,440,000; sugar and beet by-products \$3,600,000, vegetables \$1,094,000, walnuts \$3,540,841. Avocados, berries, celery, dairy products, fish, grain, hay, honey, loquats, olives, peppers, tomatoes, and nursery stock made up the balance. The assessed valuation, 1923-24, was \$160,769,512.

The hum of busy factories mingles with the whispering of soft ocean breezes through the many citrus groves. Such in brief is



A scene in Balboa Park, San Diego

the present day city of Orange. Within recent years, a number of fast developing industries have been added to the products of the soil. Oranges grown in the immediate vicinity bring in an annual revenue of approximately \$6,000,000. Lemons add \$1,000,000 more and walnuts about \$800,000. Ten packing houses in and around Orange furnish a yearly payroll of over \$1,000,000. The city has five schools, paved streets, modern business and civic buildings, newspapers and libraries. These are interspersed with tree-lined boulevards, along which are innumerable bungalows and pretty homes. Orange (city) has a population of 9,000.

Santa Ana, like its sister city, Orange, while the center of a great citrus producing area, likewise has made progress recently in industrial development. Several manufacturing industries have located there during the last two or three years, and the list is growing. The close proximity of the harbor to both Orange and Santa Ana strengthens their position both industrially and commercially. Santa Ana's estimated population in 1924 was 30,000. The city is thirty-three miles southwest of Los Angeles. It has five banks with total deposits of \$15,001,375. Natural gas is \$1.00 per thousand cubic feet; electricity 8 cents per kilowatt hour; pure artesian water. Fine schools, churches, buildings and residences. Santa Ana is a large walnut shipping port. It has a live chamber of commerce and daily newspapers.

Anaheim, metropolis of the northern end of the county, has



a population of 12,000. It has doubled its population since 1919 and is growing rapidly. It is the home of the California Valencia Orange Show, yearly attended by 100,000 visitors. Fullerton, close by, is another enterprising city of 10,000 and is making rapid strides industrially and in the development of its rich citrus and farming area surrounding. Huntington Beach, with 2,000 population, is the largest coast city in the county.

## SAN DIEGO COUNTY

San Diego County is the scene of intensive development along agricultural lines, due to the large number of irrigation districts. Here are combined the elements of sunshine, rich soil and abundant water supply.

Through the opening of Rancho Santa Fe, about twenty-four miles north of the city of San Diego, and a few miles in from Del Mar, the way was paved for a vast scheme of water conservation involving the expenditure of many millions in building dams and reservoirs sufficient to irrigate more than 37,000 acres. The Santa Fe project alone comprises 9,000 acres which is served by Lake Hodges with a storage capacity of 40,000 acre feet. Other irrigation projects in this county include the Cuyamaca Water Company, 4,000 acres; Sweetwater System, 5,500 acres; Escondido Mutual, 2,500 acres; Oceanside Mutual, 900 acres; San Dieguito District, 3,500 acres; South Coast Land Co., 1,000 acres; Vista District, 17,000 acres; San Ysidro District, 500 acres;

Pala Indian Reservation, 250 acres; and others. As a general rule the bulk of this area under irrigation offers excellent opportunity for a person with some capital seeking comparatively cheap land, and where all-year growing conditions make it possible to succeed upon a few acres.

Besides citrus fruits, including more than 7,000 acres in lemons and about 5,000 acres in oranges and some grape fruit, the county is the center of the avocado industry. Due to the mild climatic conditions, both summer and winter, many sub-tropical fruits and vegetables are grown over a large area practically immune to frost. Grapes, olives, apricots, peaches, pears, almonds, alfalfa, beans, produce well. In the line of winter vegetables, cabbage, sweet corn, potatoes, asparagus, cauliflower, lettuce, cucumbers, peppers, etc., are a great source of income. The poultry business is expanding. San Diego (city) in 1923 shipped 150 cars of eggs, approximately 1,800,000 dozen. The poultry turnover also was large.

San Diego, in the southwesternmost corner of the United States, is one of the most popular resort cities of Southern California. Its slogan, "Cool in summer, warm in winter," aptly describes the friendly climatic conditions prevailing in San Diego the year round. The estimated population is 135,000.

In common with all of Southern California, San Diego has progressed remarkably in the last five years. San Diego harbor is now the rendezvous of scores of vessels of the Pacific fleet.



The government aviation stations on North Island, across the bay, are among the most important in the country. Other permanent and extensive shore stations, like the United States Marine Corps Base and the United States Naval Training Station, are indicative of the growing importance of San Diego as a naval base. The city was incorporated in 1850. It has nine banks, with about \$55,000,000 deposits. It has an area of seventy-eight square miles. Modern hotels, auditorium, parks, beaches and playgrounds are the best to be found anywhere.

The most important towns outside of San Diego are Del Mar, Escondido, Oceanside, Solana Beach, Carlsbad, Cardiff, Fallbrook, La Jolla, and National City.

## RANCHO SANTA FE

Rancho Santa Fe, comprising 9,000 acres of land situated a few miles back from the Pacific Ocean near Del Mar station. is being developed and subdivided by the Santa Fe Railway. The building of the immense Hodges Dam, construction of boulevards, installation of underground water conduits and the erection of a group of buildings comprising the Rancho headquarters or civic center, have been under way for several years.

This Rancho formerly was an old Spanish grant. The ancient adobe manor-house of Don Juan Mario Osuna still stands, with a giant pepper tree casting its shadow on the white walls. The architectural scheme embodies the traditional Spanish or mission type of construction. The project not only carries restrictions as to cost of buildings and improvements but also provides for supervision by a competent staff of experts. Those who seek perpetual sunshine, with the possibility of deriving a good income from a few acres of fertile land will be interested in Rancho



Santa Fe. Here can be produced all varieties of fruits and berries suitable for sub-tropical regions.

No detail that might constitute the ensemble of a community ideal is overlooked in the fundamental plan. The roads that wind through the hills have been laid out by experienced engineers with the sole idea of beauty. Every orchard and garden on the project, and the Spanish type of homes that adorn the little farms are laid out by landscape artists. The guest house, a hotel with every modern convenience, was among the first edifices to be built.

## SEE THIS WONDERFUL COUNTRY

Southern California has a delightful all year round climate. Here mountains, seashore and fertile valleys, with paved highways, make life worth while. Here you will find the world's front door open to you.

If your interest be only the single acre for home and recreation, then many beautiful locations are available. If you wish to combine commercial crops with a home of from two to ten acres, profitable returns may be expected. There are many of these small farms that not only make a good living, but a very satisfactory profit besides. Such places have an appeal to many people who no longer want to farm large acreage but who still wish to live where they can get a maximum amount of pleasure and be assured a comfortable income.

One should see this wonderful country to understand what it has to offer.

Further detailed information can be secured by writing C. L. Seagraves, General Colonization Agent, A. T. & S. F. Ry., 900 Railway Exchange, Chicago, Ill.